

URBAN FIELD

MEMO

To: Pleasanton DTSP Task Force
 From: Jane Lin, Heidi Sokolowsky, and Frank Fuller, Urban Field Studio
 Date: 10/10/2017
 Re: Civic Center Alternative

The existing Civic Center site presents a great opportunity to expand downtown Pleasanton. As part of the Downtown Specific Plan Update process, one conceptual land use alternative has been developed for consideration by the Task Force and the community at large. When considering this conceptual alternative, focus on the overall concept and key elements. This alternative has been developed to inspire discussion; many elements can be substituted or “mixed and matched.” Land uses, building heights, parking, street character, and more can still be adjusted as we continue to iterate these drafts.

The following table summarizes key elements of the the alternatives presented:

	<u>Arts & Culture Square</u>
<i>Land Use Emphasis</i>	Destination
<i>Special Elements</i>	Theater and Hotel
<i>Park/Open Space</i>	Town Square located at the end of Peters Avenue (0.4 acres)
<i>Building Height</i>	1-3 levels, 15-40 feet
<i>Total Commercial Space (retail, office, theater, hotel)</i>	190,000-210,000 sf
<i>Total Residential (parked on-site)</i>	Up to 140 units
<i>Total Non-Residential Parking Provided</i>	700-725 spaces
<i>Structured Parking*</i>	Along Bernal Avenue (500 spaces on 2 levels)

**Providing structured parking is costly. Parking is provided for this development alternative at rates required by current zoning by land use. The rate is 3.3 spaces per 1000 square feet of office or retail, which means that for every square foot of development you build, you build the same square footage of parking. For restaurants, the rate is 5 spaces per 1000 sf (so you are building more space for parking than restaurant). These rates are not standard for every city and for every neighborhood and are often reduced when shared parking, transit, rideshare, carshare, bikeshare, and other options are considered within an overall parking strategy.*

This alternative is preliminary and represents only one potential outcome out of many that are possible. Traffic impacts have not been analyzed but will be evaluated for the preferred alternative as part of environmental documentation. Economic considerations—a qualitative assessment of relative costs and benefits associated with each development program—are provided in a separate memorandum.

As you consider this alternative, keep in mind the overall impression of the downtown and ask yourself these general questions:

1. What will attract people to this end of Main Street?
2. What is the differentiating character that is desired for this place? And how does it compare to the existing character of downtown?
3. Is the scale of new development significant enough to identify this as a downtown?
4. Is there enough density of development and mixed uses to make walking and strolling interesting and convenient?
5. What is the the best potential outcome for the downtown?

PLEASANTON CIVIC CENTER ALTERNATIVE ARTS & CULTURE TOWN SQUARE

This alternative aims to make the end of Main Street a new destination. It builds on the arts and culture already present in downtown Pleasanton.

- It includes entertainment uses like a theater, outdoor event spaces, and restaurants.
- The majority of housing comprises of live-work units that can be flexibly-used by artists and small businesses
- A boutique hotel with small conference rooms is placed centrally for community gatherings
- All uses are served by a district parking garage along Bernal Avenue designed with a facade that reflects the character of Main Street
- Block 1 can be developed in phases starting with the hotel, square, and theater, and the library and police department building remaining in place. Parking can be accommodated in Block 1 and other blocks temporarily before the parking structure is built.

TOTALS

RESIDENTIAL (PARKING PROVIDED ON SITE)	UP TO 140 UNITS
NON-RESIDENTIAL SPACE	190,000-210,000 SF
NON-RESIDENTIAL PARKING SUPPLIED	700-725 SPACES

Block 1 - On Bernal between Old Bernal and Main Street

Office (2-3 stories)	94,000 sf
Residential (apartments)	30 units
Theater	450 seats
Town Square	0.4 acres
Retail (Restaurants on Town Square)	15,000 sf
Hotel	60 rooms
Parking Structure (2 levels)	480 spaces
Building Heights (2-3 stories)	30-40 feet

Block 2 - Old Bernal and Peters

Retail (at the ground floor, restaurants)	13,000 sf
Office (2-3 stories)	35,000 sf
Residential	30 units
Building Heights (2-3 stories)	30-40 feet

Block 3 - By ACE Train

Office	46,000 sf
Residential	80 units
Building Heights (2-4 stories)	20-40 feet

